The report summarizes the media strategy that will be applied to the clean cooking project. The report outlines

- The media objectives
- Media strategy & Tactics
- Media Selection
## Media Objectives

<table>
<thead>
<tr>
<th>Awareness</th>
<th>Education</th>
<th>Experiential</th>
</tr>
</thead>
</table>
| • Raise awareness on clean cooking and what it means to target audience  
• Prompt consideration on change in her cooking style  
• Raise awareness on the different stoves available | • Show why clean cooking is better than what she uses now  
• Seed the reason to believe and change cooking perceptions and behaviour  
• Tackle, talk about and eventually dispel hard wired beliefs and cooking behaviours surrounding her cooking habits  
• Talk about the different cooking stoves available to her | • To push the target audience beyond campaign consideration into action and endorsement  
• Drive clean cooking adoption  
• Drive cookstove uptake, purchase and consistent use  
• Breed brand endorsers |
## Day in the life of target audience – (Mon – Fri)

### 4am/5am- 8am
(Breakfast & Commute to work)

- Wakes up early 4am/5am to make breakfast and prepare for the day.
- Wakes children at 6am for the day and has breakfast
  - Commutes to work using public transport and arrives by 8.30am

### 8am-5pm
(Work/ business & peer interactions)

- Settles in for work/ business from 8am/8.30am
- Breaks for lunch at 12.30pm/ 1pm which she has carried from home/ consumes in local food kiosk
- Interacts with peers and shares life stories
- Checks in at home, does shopping
- 2pm – 5pm settles in for afternoon session at work/ business

### 7pm-10pm
(Dinner)

- Gets home hassle and quickly takes over her home; supervises dinner in progress or starts dinner
- Supervises homework and prepares the home for her husband
- May sit to watch some TV as she relaxes amidst the chaos, takes a cup of tea and prepares for the next day
- Ensures kids are asleep by 9pm; serves her husband dinner and discusses home issues with him
- Asleep by 10pm

### 5pm-7pm
(Commute home & chama)

- Hassled for time so leaves work promptly at 5
- Passes by market/ supermarket to buy FMCGs for home consumption; Stuck in jam on way home
- Planning the evening program in her mind
- May have a 2 hour chama or meet up with friends before she gets home
- Home by at least 7pm/ 8pm
Day in the life of target audience – (Sat & Sun)

6am - 10am
(Breakfast & Household chores)

- Wakes up slightly later than weekdays 6am to make breakfast and prepare for the day
- Starts household chores after breakfast
- Prepares family for church
- Makes a plan for the day and interacts with husband for home discussions and money

10am - 2pm
(OOH)

- 10am she is out of the home doing shopping at market/ church on Sundays
- Leaves instructions for running her home
- Involved in a lot of personal and family centric activities as she runs her life, her home and her family
- Lots of peer interactions

7pm - 10pm
(Dinner)

- Gets home hassled and quickly takes over her home; supervises dinner in progress or starts dinner
- May sit to watch some TV as she relaxes amidst the chaos, takes a cup of tea and prepares for the next day
- Ensures kids are asleep by 9pm; serves her husband dinner and discusses home issues with him
- Asleep by 10pm

2pm - 7pm
(OOH)

- Activities still outside the home which she still attends to
- May host friends/ chama at her home or may go visiting with family
- Home by 7pm for the evening routine at home
2 Phased Media strategy

Clean cooking awareness campaign
Umbrella campaign for entire category – what is clean cooking?

Charcoal Stove awareness & Sustenance campaign
Raise awareness for clean cooking in the market
distinguish them from other stives
# Media Objectives & Tactics

<table>
<thead>
<tr>
<th>Clean cooking Objectives and tactics</th>
<th>Charcoal category objectives and tactics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awareness &amp; Education drivers</td>
<td>Radio</td>
</tr>
<tr>
<td></td>
<td>Radio</td>
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<tr>
<td></td>
<td>Educate &amp; Endorsement</td>
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<td>Radio</td>
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<tr>
<td>Instant feedback &amp; response</td>
<td>Digital</td>
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<tr>
<td></td>
<td>Digital</td>
</tr>
<tr>
<td>Activation/ Experiential</td>
<td>Roadshows &amp; Market storms</td>
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<td></td>
<td>Roadshows &amp; Market storms</td>
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<td></td>
<td>Roadshows &amp; door to door activations</td>
</tr>
</tbody>
</table>

### Clean cooking Objectives and tactics

- **Awareness & Education drivers**
  - Radio - Packaged mentions targeting ‘cooking times’
  - BTL Collateral - Fliers, foot soldiers

- **Instant feedback & response**
  - Digital - Influencer campaign on Social Media
  - Digital - Influencer campaign on Whatsapp

- **Activation/ Experiential**
  - Roadshows & Market storms - Dedicated route plan on ground activations
  - Radio activations - On ground presenter driven live show activations

### Charcoal category objectives and tactics

- **Radio** - Testimonials packaged and run during ‘cooking time’
  - On air activations with actual users in studio

- **Digital** - Influencer campaign on Social Media
  - Whatsapp

- **Activation/ Experiential**
  - Roadshows & door to door activations - Neighbourhood storms with rewards for cook stove users
Media Placement Calendar

![Calendar Table](image)

- Campaign will be up-weighted towards the beginning then narrowed down toward the end.

* April and August 2017 expected to be media intensive months for elections advertising.
* We will avoid advertisement placement during these months.
MEDIA SELECTION
As far as our target is concerned nationally, Central has the largest share of our audience. However, Nairobi county leads in audience figures among our target counties.

Source: KARF 2015 survey
Preferred media: LSM 4-10, female, age 30+ years (base population 2.6M)

Radio is the most preferred medium followed by TV

Source: KARF 2015 survey

Radio selection based on:
- Reach and affinity
- Programming and presenter delivery
  - Time of day
  - Activations, radio spots and mentions
- CPRP: Cost per rating point
Radio reach and affinity: LSM 4-10, female, age 30+ years, National

Nationally, Citizen has the highest reach. Radio Maisha and Milele FM lead in affinity.

Source: Geopoll data – Jan 2017
Radio reach and affinity: LSM 4-10, female, age 30+ years, Central (Thika, Nyeri)

- Kameme FM will deliver Thika due to high reach while Hot 96 has high affinity.
- Coro FM and Inooro FM deliver Nyeri.

Source: Geopoll data – Feb 2017
Kakamega County is delivered by Citizen Radio and Nyota FM with Radio Maisha following closely.

Source: Geopoll data – Feb 2017
## Radio recommendation based on population figures

<table>
<thead>
<tr>
<th>Town</th>
<th># House Holds</th>
<th>Charcoal using HHs</th>
<th>Region</th>
<th>1st station</th>
<th>2nd Station</th>
<th>3rd Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>Embakassi</td>
<td>296,942</td>
<td>243,492</td>
<td>Nairobi</td>
<td><strong>Radio Maisha</strong></td>
<td><strong>Milele FM</strong></td>
<td><strong>Kameme FM</strong></td>
</tr>
<tr>
<td>Kisumu</td>
<td>107,955</td>
<td>88,523</td>
<td>Nyanza</td>
<td><strong>Ramogi FM</strong></td>
<td><strong>Mayenga FM</strong></td>
<td></td>
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<tr>
<td>Dagoretti</td>
<td>103,818</td>
<td>85,131</td>
<td>Nairobi</td>
<td><strong>Radio Maisha</strong></td>
<td><strong>Milele FM</strong></td>
<td><strong>Kameme FM</strong></td>
</tr>
<tr>
<td>Nakuru</td>
<td>91,818</td>
<td>75,291</td>
<td>Rift</td>
<td><strong>Kameme FM</strong></td>
<td><strong>Inooro FM</strong></td>
<td><strong>Citizen Radio</strong></td>
</tr>
<tr>
<td>Eldoret</td>
<td>84,773</td>
<td>69,514</td>
<td>Rift</td>
<td><strong>Kass FM</strong></td>
<td><strong>Maisha FM</strong></td>
<td><strong>Kitwek FM</strong></td>
</tr>
<tr>
<td>Nakuru</td>
<td>75,555</td>
<td>61,955</td>
<td>Nairobi</td>
<td><strong>Radio Maisha</strong></td>
<td><strong>Milele FM</strong></td>
<td><strong>Kameme FM</strong></td>
</tr>
<tr>
<td>Makadara</td>
<td>72,924</td>
<td>59,798</td>
<td>Nairobi</td>
<td><strong>Radio Maisha</strong></td>
<td><strong>Milele FM</strong></td>
<td><strong>Kameme FM</strong></td>
</tr>
<tr>
<td>Kikuyu</td>
<td>67,500</td>
<td>55,350</td>
<td>Kiambu</td>
<td><strong>Kameme FM</strong></td>
<td><strong>Citizen Radio</strong></td>
<td><strong>Hot 96</strong></td>
</tr>
<tr>
<td>Naivasha</td>
<td>45,455</td>
<td>37,273</td>
<td>Rift</td>
<td><strong>Kameme FM</strong></td>
<td><strong>Inooro FM</strong></td>
<td><strong>Citizen Radio</strong></td>
</tr>
<tr>
<td>Thika</td>
<td>41,364</td>
<td>33,918</td>
<td>Kiambu</td>
<td><strong>Kameme FM</strong></td>
<td><strong>Citizen Radio</strong></td>
<td><strong>Hot 96</strong></td>
</tr>
<tr>
<td>Ngong</td>
<td>32,273</td>
<td>26,464</td>
<td>Kajiado</td>
<td><strong>Citizen radio</strong></td>
<td><strong>Maisha FM</strong></td>
<td><strong>Hot 96</strong></td>
</tr>
<tr>
<td>Nyeri</td>
<td>32,045</td>
<td>26,277</td>
<td>Central</td>
<td><strong>Coro FM</strong></td>
<td><strong>Inooro FM</strong></td>
<td></td>
</tr>
<tr>
<td>Kakamega</td>
<td>26,136</td>
<td>21,432</td>
<td>Western</td>
<td><strong>Citizen radio</strong></td>
<td><strong>Nyota FM</strong></td>
<td><strong>Radio Maisha</strong></td>
</tr>
</tbody>
</table>

### Radio Selection based on overlap across regions:
- Citizen radio
- Radio Maisha
- Milele FM
- Kameme FM
- Kass FM
Digital Channel Selection

• **Influencer Campaign**
  - Taking the target audience on a cooking journey across all media mainly driven by the influencer online
  - We will select the person to do this based on the ability to cut across the different media channels and the target audience (LSM 4 – 10)
    * separate influencer presentation attached

• **Whatsapp**
  - Leverage on influencer to run whatsapp campaigns
Campaign measurement

- **Target audience awareness levels:**
  - We estimate a reach of 25% of population from national stations alone
    - Clean cooking: 75% unprompted awareness
    - Variety of stoves available - At least 1 stove in the category
    - Variety of the charcoal stoves - At least 2 charcoal stove available

- **Target audience knowledge levels for:**
  - Clean cooking - Definition and able to endorse it to a peer
  - Identification of charcoal cookstoves - Can identify it in the market and ask for it

- **Charcoal stove uptake and purchases**
  - Marked spike in sales for the stoves

- **Growing database of consumers**
  - On media roll out
Thank you